Tim	eline	e of Swinomish Public Education	and Outreach Project																										
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			2011		,				2012											201	3	·		,	,				
FY	PY	Task Description	J F M A M J J	Α	S	0	N	D	J	F	М	Α	М	J	J	Α	S	0	N I) 1		F	M	Α	М	J	J	Α	S
FY10	1	1 Select consultant	Х																	_									
FY10	1	2 Info exchange w/consultant		Χ	Χ																								
FY10	1	Development of Strategic Work Plan (development of target audiences, messengers, tactics/media strategy, development of success metrics)				Х	Х	х	Х	х	х	х	х	х	х	х													
FY10	1	4 Written plan developed															Х			_									
FY11		Message refined; materials developed 1 (includes additional survey of 600 respondents)															Х	х											
FY11	2	2 Paid media							_										,	<u> </u>	,	Χ	Х	Y					
FY11	2	Social media (scope and span based on 2012 research)																		<u>`</u> ^			X						
FY11	2	4 Creative content development							_								Х	Х	X :	<u> </u>	,	v	v	v	v	v	v	v	
1111		Earned media placement (tell story																^	^ /	_ ^		^	^	^	^	^	^	^	
FY11	2	suggested by research)																		< X		X	Χ	Χ	Χ				
FY11	2	6 Leader and executive outreach															Х	Х	X	Χ	,	Χ	Χ	Χ	Χ	Χ	Χ	Χ	
FY11	2	7 Measure effectiveness																								Χ	Χ		
FY12	3	1 Conduct survey																											
FY12	3	2 Conduct focus groups																											
FY12	3	3 Update educational material																											
FY12	3	4 Conduct education and outreach																											
FY13	4	Engage with partners. Strengthen coalition to advance new regulations to provde adequate protection along salmon streams to meet WQS and restore salmon.																											
FY13	4	Advertising and outreach. Update and continue ads developed/placed in Y2 and Y3.																											
FY13	4	Website maintenance. Maintain website developed in Y3.																											

Time	eline	e of	Swinomish Public Education																											
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FY	PY	Task	Description	0	N	D	J	F	М	Α	М	J	J	Α	S	0	N	D	J	F	М	Α	М	J	J	Α	S	0	N	D
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FY10	1	1	Select consultant																											
FY10	1		Info exchange w/consultant																											
FY10	1	3	Development of Strategic Work Plan (development of target audiences, messengers, tactics/media strategy, development of success metrics)																											
FY10	1	4	Written plan developed																-											
FY11	2		Message refined; materials developed (includes additional survey of 600 respondents)																											
FY11	2	2	Paid media																-											
FY11	2	3	Social media (scope and span based on 2012 research)																											
FY11	2	4	Creative content development																											
FY11	2	5	Earned media placement (tell story suggested by research)																											
FY11	2	6	Leader and executive outreach																											
FY11	2	7	Measure effectiveness																											
FY12	3	1	Conduct survey												Х	Х														
FY12	3	2	Conduct focus groups					Х	Х																					
FY12	3	3	Update educational material							Х	Х	Χ	Х	Х																
FY12	3	4	Conduct education and outreach					Х	Х	Х	Х	Χ	Х	Х	Х	Х	Χ	Х	Χ											
FY13	4	1	Engage with partners. Strengthen coalition to advance new regulations to provde adequate protection along salmon streams to meet WQS and restore salmon.					х	х	х	х	Х	х	х	х	х	х	х	Х											
FY13	4	2	Advertising and outreach. Update and continue ads developed/placed in Y2 and Y3.							х	х	Х	х	Х	х	х														
FY13	4	3	Website maintenance. Maintain website developed in Y3.					Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х											